

"THE VOICE OF THE CALIFORNIA"

THE YALE BROADCASTING COMPANY

18 April 1950

All Broadcasters

Yale Broadcasting Company

Program Director

Radio Station CKLW
Detroit, Michigan

Dear Sir,

We here at WTEC recently incorporated a new feature in our sign off procedure which should be of interest to you. We have found that there is a large number of students here on the Yale campus who listen to their radios after our one a. m. sign off time. As a special service to these members of our audience we now recommend in our sign off that they tune in to CKLW for their after hours listening.

Despite the distance of New Haven from Detroit, we have found reception of CKLW to be sufficiently clear for it to be well worth while to take advantage of the early morning broadcasting by CKLW.

Cordially,

The Yale Broadcasting Company

Howard E. Eason, Jr.
Program Director

Accurate Sports Coverage, and Listen to it on

THE SPORTS PAGE

WTEC 6:00-9:00

MON. 8:50-9:00

WTEC - 660 ON YOUR DIAL - NEWS, SPORTS, MUSIC, DRAMA

" THE VOICE OF THE YALE CAMPUS "

WYBC
THE YALE BROADCASTING COMPANY

MEMORANDUM:

From: Program Department

To: All Baseball Fans

Re: Yale Home Games

THROUGH THE COURTESY OF THE STANLEY SOAP COMPANY, WYBC'S SPORTS DEPARTMENT WILL BRING YOU A HIT BY HIT DESCRIPTION OF ALL ELI HOME BASEBALL GAMES. YALE'S HIGHLY TOUTED DIAMONDMEN WILL BE DEFENDING THEIR EASTERN INTERCOLLEGIATE CROWN, SO DON'T MISS THE THRILL-PACKED BROADCASTS.

KEEP THIS SCHEDULE FOR YOUR REFERENCE.

Tuesday	April 13	Fordham
Tuesday	April 20	Connecticut
Thursday	April 22	Boston College
Saturday	April 24	Amherst
Tuesday	April 27	Springfield
Thursday	April 29	Massachusetts State
Wednesday	May 5	Providence
Saturday	May 8	Pennsylvania
Wednesday	May 12	Columbia
Wednesday	May 19	Trinity
Saturday	May 22	Army
Wednesday	May 26	Holy Cross

CONSULT THE WYBC PROGRAM SCHEDULE IN THE YALE DAILY NEWS FOR THE TIME OF BROADCAST.

KEEP TUNED TO 640 kc. ON YOUR DIAL FOR COMPLETE AND ACCURATE SPORTS COVERAGE, AND LISTEN REGULARLY TO:

THE SPORTS PAGE SUN-FRI. 8:00-8:15

MULCAIRE REMEMBERS WED. 8:45-9:00

TIME OUT MON. 8:50-9:00

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